ABSTRACT OF THE DISCLOSURE

A system and method for providing convenient manufacture and delivery of customized greeting cards uses the convenience and ready access of the Internet or other widely available network. The website allows a user to enter information used to assist in the selection of an appropriate expression and image. An advertisement, sales promotion or product sale can be associated with the greeting card and used to subsidize the cost of the greeting card. In one embodiment an advertisement is associated with the greeting card and printed as part of the greeting card. The printed greeting card and advertisement are delivered by mail or other delivery service. The website is also designed to allow users to seek assistance from others with respect to expressions and images.